

EXHIBIT 1



ALAN WILSON
ATTORNEY GENERAL

June 17, 2021

VIA EMAIL AND MAIL

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**RE: Violations related to Google's Advertising Practices – Notice under S.C.
Code § 39-5-50(a)**

Dear Counsel:

Please be advised that the South Carolina Attorney General is contemplating pursuing claims against Google LLC for violations of federal and state antitrust and consumer protection laws involving Google's acts and practices regarding its ad tech business.

Please consider this letter to satisfy the notice requirements of § 39-5-50(a) of the S.C. Code of Laws, which gives you the opportunity to present to the Attorney General reasons any proceedings against you should not be instituted. If you would like to present any such reasons, please contact me at (803) 734-3654 or sjones@scag.gov on or before June 21, 2021.

Sincerely,

C. Havird Jones, Jr.
Senior Assistant Deputy Attorney General